



Qualitätsmanagement in Nonprofit Organisationen (German Edition)

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: keine, Universität Lüneburg (Institut für Betriebswirtschaftslehre), Veranstaltung: Controlling in Non-Profit-Organisationen, 2 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Strategische Planung in Nonprofit Organisationen (NPOs) als zielorientiertes, aktives Gestalten der Zukunft weist vom Prozess her keine großen Unterschiede zu gewinnorientierten Unternehmen auf. Im strategischen Management, speziell im Bereich des Controlling, liegen die Differenzen zwischen NPOs und Organisationen, die auf Gewinn ausgerichtet sind, hauptsächlich beim Einsatz und in der Anwendung spezifischer Instrumente.

Einer der wichtigsten Aspekte des Controlling ist sicherlich das Qualitätsmanagement (QM). Erst bei diesem Prozess werden die Schwachstellen in einem Betrieb aufgedeckt und kontinuierlich versucht, diese auszuhebeln. Gleichzeitig kann hier überprüft und kontrolliert werden, ob die Ziele, die in der strategischen Planung der Unternehmensführung vereinbart wurden, auch umgesetzt werden. Qualitätsmanagement ist im Bereich der NPOs ein eher neues Phänomen. Es gibt viele unterschiedliche Verfahren der Implementierung, also der Einführung dieser Spezialität des Controlling in eine Organisation, sowie auch der Exekution, also der Ausführung und Anwendung von QM. Dementsprechend viele und unterschiedliche Instrumente des QM gibt es, die sich manchmal nicht von denen in gewinnorientierten Unternehmen unterscheiden. Auf diese Instrumente des Qualitätsmanagement im Controlling in Nonprofit Organisationen werden im Folgenden genauer erläutert, um der Frage nachzugehen, welche unterschiedlichen Konzepte von QM es in NPOs gibt und wie diese in der Praxis umgesetzt werden.

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